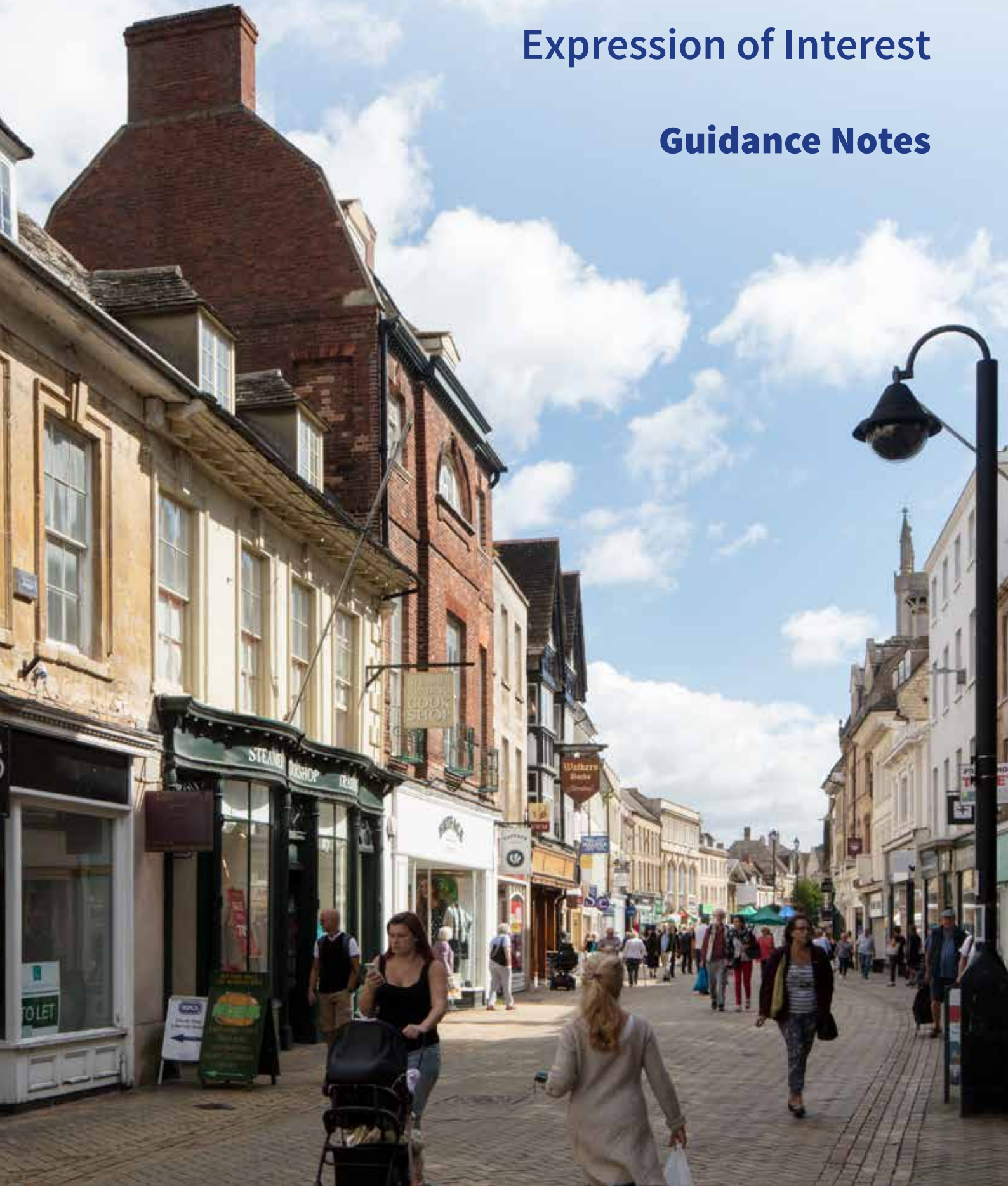




Historic England

# High Streets Heritage Action Zones: Expression of Interest Guidance Notes



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**These notes are designed to be read alongside the accompanying High Streets Heritage Action Zone (HSHAZ) Expression of Interest (Eol) Application Form.**

# Section A: Introduction

## A1 Welcome

- A1.1 In Autumn 2018, the Chancellor announced a new Future High Streets Fund, with £675m being allocated to support the renewal and reshaping of town centres and high streets in a way that improves experience, drives growth and ensures future sustainability. As part of that fund, £40m has been allocated to Historic England for work to support historic high streets.
- A1.2 The High Streets Heritage Action Zones (HSHAZ) programme is a place-based scheme designed to secure lasting improvements to our historic high streets and the communities who use them. We will use this funding to work with partners to champion and revive the high street, changing perceptions of heritage and high streets. The scheme will support sustainable economic and cultural growth on and around high streets and restore and enhance local historic character, making the high street an attractive, engaging and vibrant place for people to live, work and play. HSHAZ will do this through physical works to buildings, including repair, reinstatement of lost features and conversion to new uses including residential. HSHAZ will improve shared spaces, enacting the lessons learnt in [Streets for All](#), creating cultural opportunities through our learning about the history of the high street and its importance to local communities. Critically, local communities will have a key role in deciding what works they want to see happening on their high street and what sort of place they want it to be.
- A1.3 Organisations who have applied to the Future High Streets Fund (FHSF) can also apply to this programme, but the capital works for which funding is sought must be discrete and separate for each funding programme. For example, applications will be accepted for capital works to refurbish historic buildings and to improve the public realm on high streets where the FHSF is also providing financial support for transport infrastructure improvements for the same street. Conversely, applications to the HSHAZ programme will be rejected in instances where they are seeking funding for capital works for which FHSF grant aid has been provided or is under consideration. HSHAZ grant cannot be used as partnership funding for FHSF grant or vice versa.
- A1.4 This Guidance Note provides you with the information to complete your Expression of Interest (EoI) and guides you through the assessment process. Further guidance will be made available to successful EoI applicants to support the second stage of your application (Programme Design Stage) and to support you while your scheme is running.

## A2 What is the fund offering?

- A2.1 HSHAZ is a government-sponsored programme to transform high streets into thriving town centres through the power of heritage. The programme is administered by Historic England on behalf of the Department for Digital, Culture, Media and Sport.
- A2.2 Under this programme you can apply for a grant of between £250,000 and £2m, to set up a four-year partnership beginning April 2020 to run a HSHAZ 'scheme' to deliver physical improvements and cultural and community activities to regenerate your historic high street or town centre. To do this, you will need to work closely with other high street stakeholders, including the local community. Historic England, National Lottery Heritage Fund and Arts Council England are designing a complementary Cultural Programme for HSHAZ which it is envisaged will be delivered by local arts and culture groups, with the support of successful HSHAZ partners.
- A2.3 It is expected that in most cases Historic England would provide funding for around 50% of costs, though we would be willing to provide a higher percentage of funding if need can be demonstrated. Please note, though, that the amount of leverage secured by our funding will form part of our value-for-money assessment when we decide which schemes to support. In making decisions relating to partner contribution, consideration will be given to the in-kind (i.e. non-cash) contribution of partners.
- A2.4 By receiving and accepting your funding from Historic England you will make a commitment to acknowledge our support publicly. Irrespective of the funding amount or project form, you must

acknowledge your funding from us in your promotional work, and by displaying the branding as outlined in the project terms/agreement. This is not only one of the conditions of your grant – it also helps make sure local communities see and understand how and where public money has been spent on making their historic high street a more attractive, engaging and locally distinctive place to be.

**This Expression of Interest is the only opportunity to apply and will be competitive.  
The closing date for submission of your application is 12:00 noon 12 July 2019.**

### A3 Who can apply?

- A3.1 Under this programme, we will fund applications from not-for-profit organisations (e.g. local authorities, charitable trusts, or other public sector organisations) and partnerships led by not-for-profit organisations who can demonstrate capacity to deliver. We expect all applicants to work with a range of partners in delivering a HSHAZ scheme. Owners of individual properties cannot apply directly to Historic England under this scheme. If you are not the local authority you must provide evidence of their support for your scheme.

### A4 How the grant programme works

- A4.1 For each scheme, a partnership agreement will be set up between Historic England, the grant applicant and other partner organisations. The lead partner (local authority, charitable trust etc.) will be delegated with the day-to-day running of the scheme. The lead partner will be responsible for ensuring that staff with the necessary qualifications and experience are in place to support the scheme, either as direct employees or on a consultancy basis. Specialist staff are likely to include a conservation-accredited architect or building surveyor. Every HSHAZ will need to have a dedicated project officer in place. Where such a post is not already in place we expect 1 x FTE project officer post to be recruited, with our involvement in the process and approval of the successful candidate. Funding for this post is an eligible cost (see A6).
- A4.2 We expect all schemes to be delivered in partnership with the local communities and other users of the high street. Regeneration schemes are far more likely to succeed if they are developed in partnership with local people. We will be looking for genuine commitment to determining and reflecting the needs, interests and aspirations of local people throughout the programme. We will expect to see an understanding of what high-quality community engagement looks like and evidence that there is the capacity to do this in the project team.
- A4.3 You will be responsible for offering grants to applicants for individual projects and for confirming that works or activities have been carried out to the necessary standard. You will be responsible for checking invoices or payment certificates before making grant payments in advance of claiming our contribution towards those payments.
- A4.4 We will monitor the progress of the scheme while it is in operation. In addition to quarterly reporting on activities, highlights and milestones, you will need to carry out an annual review of the HSHAZ to show whether the objectives of the scheme are being achieved and to consider whether revisions to the scheme are necessary. A final, more detailed review must be carried out at the end of the scheme to determine whether the objectives of the scheme have been achieved.
- A4.5 In addition, we will be carrying out an evaluation of the impact of the HSHAZ programme. That evaluation will be designed to measure the programme's public value. Details of the evaluation will be included within Programme Designs (i.e. for more information on that second stage see B4).



## A5 What we fund – the four Essential Criteria

In order to be considered for funding, your EoI application must meet the following four Essential Criteria:

1. Your HSHAZ must be in a Conservation Area
2. Your HSHAZ must be delivered through a partnership, and include the local authority as a partner (the local authority does not need to be the lead partner, but there needs to be evidence of their commitment to the initiative)
3. Your HSHAZ must be delivered with demonstrable support of the local community
4. Your HSHAZ must be capable of delivery (scheme completion) in four years (April 2020 to March 2024)

The assessment process is competitive and we expect demand to exceed the available funding. The EoIs which meet the essential criteria and score highest against the evidence provided in the supporting information will be selected to develop a full application.

## A6 Costs we can cover

You can apply for funding to cover the following:

Physical works including:

- Building repairs
- Reinstating architectural features
- Work to the public realm
- Work to bring vacant buildings or portions of buildings back into use
- Conversion of buildings into alternative uses that better meet the demand of the area
- Good-quality and sympathetic development in gap sites

Activities to help people engage with the heritage, including:

- Community engagement activities
- Capacity building in partner organisations,
- Providing training in traditional conservation skills for contractors and trainees
- Demonstrations of good maintenance techniques for property owners

Work to help you develop and run your scheme, such as:

- Preparation of development briefs / appraisals
- Preparation of Conservation Area Appraisals and Management Plans
- The appointment of project officers to oversee schemes (see A4.1)
- Valuations, professional fees, or the costs associated with getting statutory permissions; research and strategic planning work to safeguard the long-term approach to conservation
- Preparation of shop front design guides
- The development of local research projects

All goods and services must be procured through competitive tender and should demonstrate achievement of value for money. Details of our procurement requirements can be found on our website at: <https://historicengland.org.uk/services-skills/grants/procurement-regulations>.

## A7 Costs we cannot cover

The following cost items will not be covered by HSHAZ funding:

- Demolitions
- Building services (except in exceptional circumstances where the state of repair of current building services threatens the historic significance of a building)
- Inappropriate substitute materials
- Conjectural reinstatement
- Maintenance and minor repairs
- Existing local authority staffing costs and any staffing or running costs already in place – for example – legal or other support costs
- Works that are detrimental to the heritage significance of a place

## A8 Value Added Tax (VAT)

A8.1 VAT on work associated with historic buildings, monuments and other conservation repairs is not straightforward. HMRC guidance, *VAT Notice 708: buildings and construction*, is available at: <https://www.gov.uk/government/publications/vat-notice-708-buildings-and-construction>. It refers to the potential zero-rating of VAT on construction of charitable and social buildings and works to protected buildings intended for charitable or social use. It also refers to reduced rating available for certain residential construction works. More information is also available on the HMRC VAT Construction Manual (<https://www.gov.uk/hmrc-internal-manuals/vat-construction>).

## A9 Freedom of Information

A9.1 We are subject to the Freedom of Information Act 2000 (FOIA) and the Environmental Information Regulations 2004 (EIR). All information held by us will be accessible in response to an information request, unless one of the exemptions in the FOIA or EIR applies.

## A10 Data Protection

A10.1 We will always store personal details securely. We collect data that you provide to us and only ever collect the information we need in order to carry out our statutory purposes and that helps us to deliver and improve our services. We will only share personal data when we are required to by law or with carefully selected partners who work for us. If you would like to know more or understand your data protection rights, please take a look at our privacy policy. [www.historicengland.org.uk/terms/privacy-cookies](http://www.historicengland.org.uk/terms/privacy-cookies)

A10.2 If you have a complaint about the way we have handled your application, please send your complaint to [HighStreets@HistoricEngland.org.uk](mailto:HighStreets@HistoricEngland.org.uk).

## Section B: Application process

### B1 Making an application

The HSHAZ programme uses a two-stage application process:

- Stage One: Expression of Interest (competitive)
- Stage Two: Programme Design (non-competitive)

### B2 Stage One: Expression of Interest (Eol)

Your Eol return will comprise the completed Eol Application Form and any relevant supporting documents – see notes in Section C.

These must be submitted by **12:00 noon on 12 July 2019** by email to: [HighStreets@HistoricEngland.org.uk](mailto:HighStreets@HistoricEngland.org.uk)

Please title your email “HSHAZ Eol” followed by the name of your Historic England Regional Office (see Section D).

Please note that emails greater than 10MB in size may not be successfully received. Files exceeding 10MB should either be compressed or sent using a secure file transfer service.

We will acknowledge receipt of your Eol Application Form and send you a unique identification number. Please make a note of it and quote the number on all future correspondence. We will contact you if we require any further information to assess your Eol.

We will inform you of whether you have been successful in Autumn 2019 (we will provide an update on the final date). See Section C for detailed guidance on how to complete your Eol application.

### B3 How we assess applications – Essential Criteria and Supporting Information

B3.1 The Eol form captures information about your application so it can be reviewed against the four Essential Criteria (see A5, above). If compliant, your Eol application will then be further evaluated in light of the Supporting Information you provide covering the following issues:

#### A. The Place

- The heritage significance of the area, and whether that significance is considered to be at risk. The current status of the area (physical condition, economic and social performance) and the need for investment, including why that investment is required now.
- The opportunity your scheme will address, in terms of how the scheme will seek to use heritage to unlock the area’s potential for economic growth, improved wellbeing and community cohesion.

#### B. Your Proposed High Streets HAZ

- The vision for your scheme, how it relates to and integrates with other improvement and community initiatives, and how it will be delivered.
- The anticipated beneficial impacts your proposed scheme will deliver economically and socially.

### C. Partnerships

- The strength of the partnership that will deliver the scheme, in terms of scope of membership, commitment of partners, quality of governance and leadership.

### D. Deliverability and Value for Money

- A robust delivery plan for the scheme, assessed in terms of management structure, planning and timetable, security of funding, the existence of complementary and appropriate local development policies and plans and a clear and demonstrable commitment from the lead partner to the four-year life of the scheme and to securing the legacy of the scheme.
- Overall value for money in terms of anticipated scheme outcomes weighed against the amount of grant request and likelihood of the amount of partnership and other leveraged funding.
- The legacy, assessed in terms of how the beneficial impacts of the scheme will be sustained beyond the lifetime of the four-year scheme itself and how those benefits will be secured.

### E. Communities and Engagement

- The degree to which local people and other users of the high street are engaged and involved with the content, planning and design of the scheme.
- The degree to which the scheme will encourage more people from all backgrounds to engage with their local heritage.

### F. Cultural Programme

- The ability to support the Cultural Programme being designed by Historic England, the National Lottery Heritage Fund and Arts Council England, current engagement with the arts and culture sectors and willingness to support sustaining cultural activity in the future.

B3.2 We will also be undertaking a balancing exercise to ensure that we reach a wide range of distinctive high streets and an appropriate regional spread. This will assist decisions if interest exceeds what we can fund.

## B4 Stage Two: Programme Design

B4.1 If your EoI application passes successfully through assessment, then we will invite you to develop a full Programme Design. At this stage you will not be in competition with other applicants, and can focus on the production of a high-quality, detailed programme design specifying how you envisage delivery of the vision presented in the EoI.

B4.2 You will produce documents that provide detailed information about your HSHAZ scheme content, the deliverables and the timetable for delivery. Historic England will provide advice and work with you on the development of your Programme Design. You will need to allocate sufficient resource to ensure you can produce the required Programme Design. Exceptionally Historic England may be able to provide financial help in supporting the production of the Programme Design at a level to be agreed.



# Section C: Expression of Interest Form: accompanying notes

## Part 1: General details

### Q 1.1 Lead Applicant details.

Please identify your Lead Applicant Organisation who will be the recipient of HSHAZ funding on behalf of the partnership and the main contact for the EoI Application.

### Q 1.2 Scheme details.

Please provide details of the location of your proposed HSHAZ. If your HSHAZ scheme covers more than one Conservation Area or ward then list all of them. Also confirm the relevant Historic England Regional Office and Local Authority Area within which your proposed HSHAZ scheme will be located.

## Part 2: Essential Criteria

This section sets out the Essential Criteria that all EoI applications must comply with. Please tick yes or no as appropriate.

## Part 3: Supporting Information

### A. The Place

#### Q 3.1 Please briefly describe your proposed High Streets HAZ area as it is.

Include information setting out the extent of your high street/town centre covered in your proposal. Provide a description of the place and its heritage value, along with details of other designated and non-designated Heritage Assets. Please include details of their condition if appropriate (e.g. inclusion on local or national at risk register). You should also provide details of the Conservation Area that is the focus of the scheme and refer to, and annex, the most recent Conservation Area Appraisal, statement and/or Management Plan if available. Explain the importance of the area to the local community.

Please explain the high street/town centre geography, including existing economic, social and cultural conditions, principally the challenges and opportunities contained within the proposed scheme. We are specifically seeking an indication of deprivation, community wellbeing, and vacancy rates on the high street. It is essential to explain why funding is required from this scheme, at this time, in this place, and how securing this funding will address need on the identified high street.

Further supporting evidence on the challenges faced could cover the following:

- Diversity of uses in the town centre area
- Resident/customer surveys
- Pedestrian flows and footfall trends
- Perception of safety and occurrence of crime
- State of town centre environmental quality including provision of green spaces
- Accessibility
- Housing demands

Your answer must not exceed 750 words. Supporting reports and information can be presented in an annex.

Please complete the table with the information requested. Your area's Community Wellbeing score can be found at <https://communitywellbeing.coop.co.uk>.

**Q 3.2 Please briefly describe, with evidence, the untapped potential of the high street/ town centre.**

Outline the potential of the high street to have a positive impact on the social, cultural and economic success of the area. Please refer to supporting evidence including:

- resident and workplace population
- travel to work catchment area and town centre footfall
- the potential for bringing unused floor space back into use
- cultural activities, diversity of uses and social/ historical importance of the centre

Your answer must not exceed 750 words. Supporting reports and information can be presented in an annex.

## **B. Your Proposed High Streets HAZ**

**Q 3.3 Please briefly outline your proposed High Streets HAZ, the Scheme and high-level vision for the high street / town centre. This will need to refer to the challenges and potential referenced in 3.1 and 3.2.**

Successful area schemes focused on High Streets include complementary initiatives taking in physical repairs, conversion to new uses, improved public realm and shared spaces, community engagement and cultural programmes. While works may be focused on one part of a place they will not succeed without consideration being given to complementary activities and development across the whole place. Useful examples of how public realm and transport strategies can complement heritage-led regeneration are to be found in the Historic England publication [Streets for All](#).

Thus wider developments, activities, planning policy and transport strategies need to complement the vision for your scheme. Please explicitly describe how your HSHAZ is complemented by wider strategies and planning policies for your area in this section.

Referring to the challenges and untapped potential referenced in 3.1 and 3.2, describe your vision for your high street and briefly explain the steps proposed as part of your HSHAZ to achieve that vision.

Your answer must not exceed 750 words.

**Q 3.4 Please briefly outline the anticipated impact of delivering your proposed scheme and how these outcomes will develop into a sustainable legacy.**

We want to fund projects that will have a lasting impact on your area. Please describe the potential impact of your proposed scheme economically, socially, culturally and environmentally.

Your answer could consider the following:

- The amount and type of unused floorspace brought back into use, and the economic impacts of this (including jobs created and secured) .
- Increased diversification of types of uses and users, and the level of footfall as a result.
- The environmental improvements that could be secured, including improved streets and shared spaces.
- The improved condition of the high street including key buildings.
- Increased cultural and other recreational opportunities for communities, including events and spaces.

Your answer must not exceed 750 words.

**Q 3.5 Please briefly outline how you will secure the legacy of this scheme after the funding has ended.**

We want to fund schemes which will continue to secure the benefits of this investment and actively build upon them. Please provide details of how partners will ensure the sustainability of your scheme to ensure that the high street remains a successful and vibrant place after this funding stops. For example, consider how planning conditions, Conservation Area controls and enforcement can be used, and what mechanisms can be created to sustain community groups, uses and cultural programmes?

If successful at EoI stage you will need to provide a plan explicitly detailing how that legacy will be secured as part of the Programme Design.

Your answer must not exceed 750 words.

### **C. Partnerships**

**Q 3.6 Provide a comprehensive list of scheme partners, including evidence of their support (e.g. letters of support from senior representatives).**

The HSHAZ concept is founded on partnership working and the importance of a joined-up approach engaging with key groups (e.g. local government, local businesses, and local communities). This section seeks details of the range of partners involved in the proposal. It must include:

- Details of those partners;
- The role of each of those partners in supporting the proposal;
- Evidence of their support for the proposal; and
- (linked to 3.14 and 3.15 below) details of any financial and non-financial resource contributions promised by partners at this stage including financial support represented by associated projects
- If you are not the local authority you must provide evidence of their support for your scheme. Under certain circumstances, including but not limited to situations where more than one party is involved in the delivery of a scheme, an additional Memorandum of Understanding may be required. Where that is the case Historic England will inform the parties and provide a precedent document for the parties involved to review and sign.

Your answer must not exceed 350 words. Supporting information can be presented in an appendix.

**Q 3.7 Provide details of how the partnership will be led and managed during the course of the delivery period (e.g. governance / organogram or other illustrations) .**

If successful at this EoI stage, we are interested to understand how the partnership will work together to develop the Scheme Programme Design. Who will take the role of lead partner? Also, assuming that funding is granted, how will the partnership be structured to deliver the scheme during the (up to) four-year period. Finally, please provide your thoughts on how the partnership would continue to work together to maintain the HSHAZ following completion of the scheme. Will the lead partner continue to maintain that role post completion? If not, who will?

Your answer must not exceed 750 words.

**Q 3.8 Please confirm whether you anticipate appointing an FTE Project Officer post or describe your existing resources in place to manage delivery of the scheme.**

It is mandatory for a successful scheme to have a Project Officer in post to ensure that there is a dedicated resource for the delivery of the scheme. It is essential that the Project Officer is appropriately qualified with the necessary skills and experience. If we agree to fund the employment of staff specifically to carry out your scheme we will expect to be a party to the recruitment process.

Your answer must not exceed 350 words.

## **D. Deliverability**

**Q 3.9 Describe the deliverability of your scheme here.**

This section seeks evidence of the deliverability of the scheme, including:

- How the specific benefits of being selected as a High Streets HAZ will be delivered.
- Evidence of how the proposal is deliverable within the period of the scheme, including an outline of resources available.

Please provide details of the project team who have worked on this EoI and, if successful, will work on the production of the Programme Design. What skills do you believe will be necessary within that team to deliver the scheme? Explain who will be responsible for making decisions on your scheme, including changes and agreement of funding. Detail your Governance and reporting structure for the scheme.

What other initiatives exist that you intend to link with? How will these complement the aims of the scheme? Who will be responsible for creating and maintaining these links?

What risks to delivery do you anticipate and how will you mitigate these? Please provide a scheme risk assessment as an annex.

Your answer must not exceed 750 words.

**Q 3.10 Is there interest and support from existing building owners and stakeholders in the HSHAZ bid?**

Delivering this scheme will be dependent upon the support and engagement of existing owners, users and stakeholders. Use this section to provide evidence of support for your bid from these groups.

Your answer must not exceed 350 words.

**Q 3.11 Are there development plan policies or other regeneration initiatives that support your proposed scheme and/or are there any development threats that could undermine the outcomes?**

We are interested to understand how your proposed scheme is aligned to other development and regeneration initiatives within the locality and/or whether the delivery of your scheme could be affected (positively or negatively) if any such initiatives come forward.

- Demonstrate how your proposed scheme will align with other funding streams (public or private); and the strategies and ambitions of the wider area.
- Show how this will link to key strategic documents, including Local Plans, Strategic Economic Plans and Local Industrial Strategies e.g. around housing and local growth and whether there are any development threats or development plan policies that would fatally undermine the outcomes.
- Consider how existing Conservation Area planning policies and controls will help safeguard the investment made in physical improvements to the Conservation Area. Is there a need for increased control (eg Article 4 direction) or enforcement?
- If there are any other initiatives that the proposed High Streets HAZ can work in partnership with/alongside, please mention them here.

Your answer must not exceed 350 words.

**Q 3.12 What is your broad estimate of the total cost of the eligible work required for your scheme (broken down by year in which that cost will fall)?**

Accepting that we are at EoI stage and scheme detail is yet to be developed, please provide an indication of the total cost of the scheme, broken down by year. Please provide the sources for the estimated costs given.

**Q 3.13 How much funding in total are you asking us for (broken down by year)?**

Accepting that we are at EoI stage and scheme detail is yet to be developed, please provide an indication of how much HSHAZ funding you will require to pay for the cost of your scheme over the four-year period (broken down by year). It is expected that in most cases Historic England would be providing around 50% of costs, though we would be willing to provide a higher percentage of funding if need can be demonstrated. Please note, though, that the amount of leverage secured by our funding will form part of our value-for-money assessment when we decide which schemes to support. In making decisions relating to partner contribution, consideration will be given to the in-kind (i.e. non cash) contribution of partners. Please provide supporting detail where this exists.

**Q 3.14 How much funding (from you, partners and/or other sources) can you support the scheme with?**

Accepting that we are at EoI stage and scheme detail is yet to be developed, tell us about the amount of funding it is estimated that you, your partners and/or other sources (such as other funding bodies, trusts, local businesses and owners) will be contributing to the scheme (broken down by year).

**Q 3.15 Provide details of the anticipated non-financial resource commitments that will be made by partners and/or other sources.**

Accepting that we are at EoI stage and scheme detail is yet to be developed, please provide an indication of the likely non-financial resource commitments from partners and/or other sources (such as other funding bodies, trusts, local businesses and owners) broken down by year. Please provide supporting detail and evidence where this exists as an annex.



## E. Communities and Engagement

### Q 3.16 Describe how you will engage with communities to design and deliver your scheme.

Successful schemes are those that are developed in partnership with local communities. Eols must demonstrate how their scheme proposal and the partnership would engage with the people that live in, visit, use and work on the high street/ town centre. You should outline the variety of communities that will be affected by the proposal, including plans for developing their engagement (making specific reference to community input into the scheme). You will be expected to run community engagement workshops to ensure local people have the opportunity to shape the design and content of the projects. This will establish local issues, priorities and concerns at the outset before any firm decisions have been made. It must include:

- A description of the demographics of the local community
- A plan for engaging with people which details the stages at which they will be involved and the mechanisms for ensuring their input can be meaningful
- Evidence of how the proposal will result in a wider range of people engaged with their local heritage
- Reference to the area's score on the Community Wellbeing Index (<https://communitywellbeing.coop.co.uk>)

If you anticipate that you will require financial support to run community workshops to inform your programme design, please clearly indicate that this is the case and how much grant aid would be required. Help and support from Historic England to support community workshops to inform Programme Design may be available at a level to be agreed.

As the programme progresses we will expect that schemes will provide a range of ways for people to get involved, including creative engagement as part of the Cultural Programme, and that these processes will provide avenues for meaningful engagement in the decisions taken as well as generally raising awareness. The following websites provide toolkits, models and resources for effective community engagement:

- <http://www.planningforreal.org.uk/>
- <https://www.rtpi.org.uk/media/6313/Guidelines-on-effective-community-involvement.pdf>
- <https://neighbourhoodplanning.org/toolkits-and-guidance/how-to-consult-with-your-community/>
- <http://www.communityplanning.net/>

Your answer must not exceed 750 words.

## F. Cultural Programme

### Q 3.17 Outline your capacity to support the Cultural Programme.

Alongside the capital regeneration element, each HSHAZ must have an embedded Cultural Programme which is currently being developed by Historic England in partnership with National Lottery Heritage Fund and Arts Council England. We do not expect local authority or other partners to design the Cultural Programme themselves. It is expected that every HSHAZ will link into this Cultural Programme currently being designed by Historic England. The objective of the Programme will be to excite and engage the public, inspiring them to see the high street with fresh eyes, directly supporting the investment objectives of High Streets HAZs. Delivery of the Cultural Programme will generally be by local arts- and culture-

based groups and organisations, but it is important that you are supportive of the Cultural Programme. The purpose of the Cultural Programme is:

- to revitalise high streets through cultural programmes, bringing more people and a wider range of people, and new activity, to the heart of communities, and raising aspirations
- to support greater use of high streets and increase dwell time
- to support people and places to thrive through cultural engagement, creating greater pride, sense of community and wellbeing
- to support local organisations, communities and stakeholders to sustain the benefits of the programme in the future

At this stage please indicate that you would be supportive of the Cultural Programme and provide:

- an overview of the regional and local cultural and community organisations that exist in your area and which you would expect to be partners within a Cultural Programme;
- evidence of current engagement in arts and culture (e.g. reference to [https://www.artscouncil.org.uk/sites/default/files/download-file/Active\\_Lives\\_18%20Month\\_Dataset.xlsx](https://www.artscouncil.org.uk/sites/default/files/download-file/Active_Lives_18%20Month_Dataset.xlsx) [excel file])
- an outline of what resource you have available to support a Cultural Programme.
- any existing cultural programming run by your organisation

Your answer must not exceed 750 words.

## G. Declaration Form

Your completed EoI must be signed by the Lead Applicant contact named in Q1.1b on behalf of the partnership.

You are confirming that you have read, understood and agree with the statements on the Expression of Interest Form and the accompanying Guidance Notes and that the information contained within your EoI Form is accurate and complete to the best of your knowledge. An electronic signature is acceptable at this stage.

This EoI is the only opportunity to apply and will be competitive.

The closing date for submission of your EoI application is **12:00 noon on 12 July 2019**.



## Section D: Historic England regional offices

### East of England

Historic England  
Brooklands  
24 Brooklands Avenue  
Cambridge  
CB2 2BU  
Telephone: 01223 582749

E-mail: [eastofengland@HistoricEngland.org.uk](mailto:eastofengland@HistoricEngland.org.uk)

Covering: Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk

### Midlands

Historic England  
The Axis  
10 Holliday Street  
Birmingham  
B1 1TG  
Telephone: 0121 625 6888

E-mail: [midlands@HistoricEngland.org.uk](mailto:midlands@HistoricEngland.org.uk)

Covering: Derbyshire, Herefordshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire, Rutland, Shropshire, Staffordshire, Warwickshire, West Midlands, Worcestershire

### South West

Historic England  
29 Queen Square  
Bristol  
BS1 4ND  
Telephone: 0117 975 1308

E-mail: [southwest@HistoricEngland.org.uk](mailto:southwest@HistoricEngland.org.uk)

Covering: Bristol, Cornwall, Devon, Dorset, Gloucestershire, Isles of Scilly, Somerset, Wiltshire

### Yorkshire & North East

#### York Office

Historic England  
37 Tanner Row  
York  
YO1 6WP  
Telephone: 01904 601948

E-mail: [yorkshire@HistoricEngland.org.uk](mailto:yorkshire@HistoricEngland.org.uk)

Covering: East Riding of Yorkshire, North Yorkshire, South Yorkshire, West Yorkshire

### London & South East

Historic England  
4th Floor  
Cannon Bridge House  
25 Dowgate Hill  
London  
EC4R 2YA  
Telephone: 020 7973 3700

E-mail: [londonseast@HistoricEngland.org.uk](mailto:londonseast@HistoricEngland.org.uk)

Covering: Greater London, Berkshire, Buckinghamshire, East Sussex, Hampshire, Isle of Wight, Kent, Oxfordshire, Surrey, West Sussex

### North West

Historic England  
Suites 3.3 & 3.4 Canada House  
3 Chepstow Street  
Manchester  
M1 5FW  
Telephone: 0161 242 1416

E-mail: [northwest@HistoricEngland.org.uk](mailto:northwest@HistoricEngland.org.uk)

Covering: Cheshire, Cumbria, Greater Manchester, Lancashire, Merseyside

### Newcastle Office

Bessie Surtees House  
41–44 Sandhill  
Newcastle upon Tyne  
NE1 3JF  
Telephone: 0191 269 1255

E-mail: [northeast@HistoricEngland.org.uk](mailto:northeast@HistoricEngland.org.uk)

Covering: County Durham, Northumberland, Tees Valley, Tyne & Wear